

Brands fight for Kenya's electronic and phone market

By [Carole Kimutai](#)

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The battle for electronic market supremacy continues in Kenya as major brands introduce products to the growing market of electronic users.

Last week, Epson introduced a brand of HD projectors offering 3D experience targeted at film enthusiasts, sports lovers and gamers in Kenya. The EH-TW6100W projector has features that include wireless Full HD connectivity and wireless HD transmitter with five HDMI inputs that allows non-wireless devices to be connected. The projector also features a Radio Frequency (RF) 3D technology that provides a strong signal for 3D glasses.

Mukesh Bector, the Epson regional sales manager for East Africa says the company is keen to introduce products that are tailored towards different market segments with a view to increasing the firm's footprint in the region.

At the same time, consumer electronics manufacturer LG Electronics is betting on growing its market using energy efficient, aesthetically pleasing and innovative new products, and a strong distribution network to grow its market share in 2013. In 2012, LG unveiled various technology products to the market and enhanced its service offering with the revamping and official opening of a LG Customer Care Centre.

Josep Kim, LG Electronics managing director says the initiatives are intended to entrench LG's position in the Kenyan market. This week, LG has introduced the new products into the market, an Ultra Definition 3D LED TV and a Cinema 3D Sound Bluray Home Theatre.

Mobile market

On the mobile phone segment, Nokia has released two phones and announced the local availability of the first Lumia smartphone in East Africa - the Nokia Lumia 510.

"We are pleased to announce the availability of the Nokia Lumia 510 in East Africa," says Bruce Howe, general manager for Nokia East Africa. The phone is retailing for: Kenya - KSh 16 900, Tanzania - TSh 355 000, and Uganda - USh 600 000.

Nokia has also launched the Nokia Asha 205 and Nokia 206 available in single SIM or dual SIM versions in the Kenya market. The phones have features that allow users to access social features and share their content. The Nokia Asha 205 and Nokia 206 are the first mobile phones devices to include Nokia's exclusive slam feature.

Challenges of doing business

Commenting on doing business in East Africa, Kim notes that most countries are land locked which is a major hindrance to the logistics of delivering products in most countries. Only Kenya and Tanzania have ports. The other main challenge in the market is the rise of counterfeits.

ABOUT CAROLE KIMUTAI

Carole Kimutai is a writer and editor based in Nairobi, Kenya. She is currently an MA student in New Media at the University of Leicester, UK. Follow her on Twitter at @CaroleKimutai.

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